

NEW!



Honey
as it should bee...

The Beekeepers

A fair price is paid **directly** to the beekeeper cooperatives for the Fair Trade Honey. The whole community prospers from the honey harvest; it creates meaningful employment, the beekeepers can develop the quality of their hives and send their children to school. By protecting the hives and native plant forage areas, Fair Trade encourages biodiversity and helps the forests thrive, too.

What is Organic Honey?

Our honeybees are not treated with antibiotics (used for disease control in non-organic production). The bees are wild and they naturally forage within a 4-mile radius from their hive. Wholesome's Organic honeys are free from chemical residues; the plants have not been sprayed with pesticides or herbicides.



FAIR TRADE CERTIFIED™ ORGANIC AMBER & RAW HONEY

Wholesome Sweeteners, the category leader* in Fair Trade Certified, organic and natural sweeteners, is pleased to introduce the first Fair Trade Certified Organic Honey--honey as it should bee... Wholesome brings a proven national brand to the category which, coupled with our unique marketing programs, will fuel significant additional consumer purchases and sales growth for the retailer.

Wholesome Sweeteners' Fair Trade Certified Organic Amber & Raw honeys are produced on traditional family farms in Mexico. The beekeepers tend their hives deep in the jungle where the honeybees feast on native wildflowers.



**FAIR TRADE ... MAKING THE WORLD A
SWEETER PLACE ONE SPOONFUL AT A TIME.**



Join the Sugar Club!

www.FairTradeHoney.com · 800.680.1896 · info@FairTradeHoney.com

*SPINS 2008



Beekeepers use a natural smoke to disorient the bees while they open the boxes and gather the frames.



While still in the field, the wax cappings are scraped off each frame to reveal the honey inside.



Each frame is placed inside a centrifuge which will separate the honey from the combs. The frames are returned to the hives and the bees get back to work.



Fair Trade initiatives help to ensure that children from the area are able to attend school.



THE HONEY

Honey has been used for thousands of years to sweeten foods, confections and beverages as well as promote wellness (mainly due to its renowned antibacterial properties). The ancient Mayans kept a calendar for beekeeping and ritually honored the God of the Bees in festivals.

THE WORLD'S BEST HONEY

At Wholesome we have literally searched the world for the best honeys. They must be Organic, Fair Trade Certified, artisanal and, above all, they must taste phenomenal. The honeys' colors and flavors depend on the wildflowers on which the bees forage. During the honey harvest our honey flavors subtly strengthen as the wild flowers change with the season. Unsurprisingly, we found one of the best honeys in the Land of the Mayans who have been perfecting their craft for thousands of years.

ORGANIC FAIR TRADE AMBER HONEY

A rich honey with warm caramel notes. Perfect in beverages, baking, for glazing chicken and drizzled on fresh fruit or hot toast.

ORGANIC FAIR TRADE RAW HONEY

A thick creamy honey with a butterscotch essence; perfect spread on warm biscuits, in herby salad dressings or with yogurt and hard cheeses. This luscious organic honey is not heated above 110°F to maintain the nectar's natural properties.

	FAIR TRADE ORGANIC AMBER HONEY	FAIR TRADE ORGANIC RAW HONEY
PRODUCT CODE	89162	89165
UNIT SIZE	16OZ /454G	16OZ /454G
UNIT UPC	012511-891626	012511-891657
CASE SIZE	6/16 OZ	6/16 OZ
CASE UPC	10012511-891623	10012511-891654



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